

# NEONEWS

The NeoGeo Pocket Color Newsletter  
Issue One - Christmas 1999

## **The Colour Revolution**

How handhelds are taking over the world

## **What the Papers Say**

Mainstream media salutes the NGPC

## **Playing Around**

Introducing the NeoGeo software line-up

## **DC - OK**

SNK and Sega get it together

## **The World Wide Word**

The pocket wonder caught on the 'Net

NEOGEO  POCKET  
COLOR™

SATURDAY MORNING 02:15

get some colour on your cheeks.

40 hours continuous gameplay. 18 hot titles. 16bit colour power. 6 cool cases. 1 machine. Zero alternative.

SNK



NeoGeo £59.99 Games £24.99. Available at Electronics Boutique, Game, HMV, MCV, Dixons, Currys, @Jaksarts, Beestles and all good independent retailers.

# HANDHELDS JUST GREW UP

This is a phrase we like at SNK. We think it neatly sums up our belief in the handheld marketplace. There is now an army of older, new gamers who have recently bought into this form of entertainment. These recent converts are ready for new challenges and eager to extend their game playing beyond the couch and TV.

Great gameplay combined with stylish good looks means that NeoGeo appeals directly to these consumers.

We've designed NeoNews to give you a comprehensive overview of NeoGeo. You'll find details of all of the software titles planned for release over the next few months, details on our marketing campaigns, as well as some of the comments the press have had so far.

It's not often that you get to launch a new standard within a high profile marketplace and the past few months have been an amazing experience. NeoGeo is changing the rules in the handheld marketplace, over the next few pages you'll see how. It's not a boy's game anymore, so hold on tight, it's going to be a long ride.

**Robbie Phillips**  
Managing Director, SNK Europe



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# GETTING A HANDHOLD ON THE MARKET

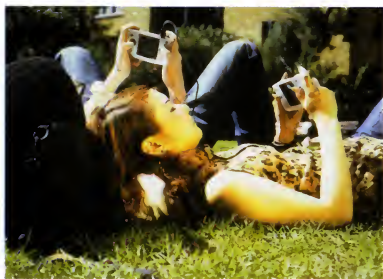
Believe it or not, portable gaming has been on this earth longer than the snake-hipped delights called Billie and Britney. But despite its age, there's no sign of drooping or sagging yet. Oh no. The handheld market is as perky and buoyant as ever.

Over the last 10 years, the market has been growing from strength to strength. One particular system has notched up sales of around 70 million units worldwide, making it the best selling console ever. In comparison, the NeoGeo Pocket Color had sold more than 10,000 units to happy gamers in the UK within the first few weeks.

It's this combination of strong sales and unprecedented longevity that makes the handheld market, quite simply, a retailer's dream. Add to that strong software sales, and you really are laughing all the way to the bank.

The shelf life of handheld games is considerably longer than other formats. Last year, the best selling portable console title sold 112,534 units in the UK. So far this year, that award goes to a game which has sold more than 40,000 units in just five weeks, and is continuing to sell around 8,000 units per week. In fact, it's held a top 10 chart position every week since release – a phenomenon usually unheard of for a handheld title.

Behind the scenes, the handheld market is as lucrative a business. Handheld games take considerably less time to develop – on average six months as opposed to at least 18 for a console title. Which can only be good news for retailers as releases are frequent, and sales profitable.





# Hani

It's coming out of the bus - why do we have been so much fun



## MEDIA MUTTERINGS

With more than 10,000 consoles flying off the shelves in recent weeks, the NeoGeo Pocket Color has burst onto the scene as a firm favourite in the eyes of the UK gameplaying public. But what about the media? Have they been as enthusiastic about the arrival of the world's most powerful handheld? Let's see, shall we?

most famous for its King of the Hill arcade console, with games like Samurai Shodown, the clouds in arcades games. And, that's just three fighting titles, including Puzzle Bobble and Pac-Man, a mix of excellent sports games, too, as well as the full-size arcade games. Available with Sega's new Dreamcast. Available

red £59.99 with games at £24.99.

change with the introduction next week of the NeoGeo Pocket Color handheld, priced £69.99. Whether it's the Nintendo's Game Boy share of the predecessors remains to be seen as small as the Game Boy Color, funky in its varied, colourful look, the GameBoy, that little 16-bit visual we've ever seen on a b

ed in the shadows cast by Sony and Sega. That could

"Donate your handheld computer console to the museum because the NeoGeo Pocket is set to revolutionise the way we twiddle." Sky

"NeoGeo - why God invented hands." Computer and Video Games

"Move over Nintendo, there's a new boy in town." Dreamcast UK

"That little 16-bit processor pumps out some of the cleanest visuals we've ever seen on a handheld." Time Out

"The NGPC is a super-cute little handheld, with superior graphics, a bigger screen and twice the battery life. It's more stylish too, and you hold it sideways rather than vertically, which makes it much more comfortable to use if you've got hands bigger than a nine year old's." Front

"The NeoGeo Pocket Color is a very impressive machine." The Telegraph

# PAC POCKET

The Game Boy grows up

Donate your hand-held computer to the museum because the NeoGeo revolutionises the way we twiddle. It's also the proud owner of the only 100 per cent arcade-perfect portable

Available for £59.99. Games post £24.99

# PLAYING AROUND

Okay, so the NeoGeo Pocket Color looks cool, boasts the most dedicated gaming power you can hold in your hands – but without a decent software line-up it'd be nothing more than a fashion accessory. And that's where the NGPC triumphs – its initial launch line-up is the strongest of any console, portable or otherwise, with 14 excellent titles to choose from. Further games are being released every month – including some household names which are still top secret. Third-party software support includes titles from Sega, Capcom and Namco – some of the greatest developers in the world. Many games utilise the NeoGeo's link-cable for two-player fun and some even let you trade items. Cool, huh?

But there's more to come. Lot's more. From sports simulations to role-playing games; from furious beat-'em-ups to cerebral puzzlers, NeoGeo aims to please. Here's a whistle-stop tour of the NeoGeo Pocket Color's gaming highlights. All games cost a ridiculously-low £24.99, which is too good to be true, if you ask us.



## **Metal Slug: First Mission** Available Now

Taking the best elements from the pyrotechnic-loaded arcade series, Metal Slug: First Mission is the purest form of handheld shoot-'em-up action. Bold graphics, tons of weapons, countless heavy-duty vehicles and more action than a back-ally in Essex town centre on a Saturday night, this is one arcade game that demonstrates the fine processing power of the NeoGeo Pocket Color.

Barcode 50 55000 80021 6 RRP £24.99



## **Puzzle Bobble Mini** Available Now

Mischievous dragons Bub and Bob are back for another bubble-pecked puzzle game. You know the drill; fire coloured bubbles towards the top of the screen – line three up and they'll disappear. The Puzzle mode challenges players to clear 100 progressively nightmarish levels. Challenge the computer or a mate (via link-up cable) to the Versus mode and it's a straight fight to the finish, where burst bubbles are transported to the opponent's side of the screen. Awesome. For some reasons girls like this a lot. But that's probably because it looks pretty.

Barcode 50 55000 80016 2 RRP £24.99

## **Beast Busters: Dark Arms** Available Late November

When Darwin came up with that theory of evolution nonsense he could never have predicted this – people attaching mechanical arms to their torsos in order to make themselves harder. But that's what has happened in the world of Beast Busters, a stunning role-playing adventure where evolution is there for all to see. Additional firepower can be obtained by evolving weapons into new hardware, offering a new style of adventure. The graphics look top, too.

Barcode 50 55000 80033 9 RRP £24.99



## Neo Turf Masters

Available Now

Everybody likes a good golf game. And they don't come much better than Neo Turf Masters which offers three 18-hole courses, a selection of golfers and finely-tuned gameplay. Winning the Triple Crown rewards champions with the Golf Set of Legends – and the link-up mode allows players to trade and compete for individual clubs. Beautiful graphics, devilishly challenging courses and infinite replay value make this one of the NeoGeo's star performers.

Barcode 50 55000 80027 8 RRP £24.99

## Sonic Pocket Adventure

Available Spring 2000

The super-Sonic platform star is back in one of his toughest adventures yet. This pocket-sized quest sees Sonic battling through both classic and new levels in an effort to rid the world of the evil Dr. Robotnik. None of the trademark playability has been lost in this translation which offers Trial, Dual and Puzzle modes – all portrayed in Sonic's customary eye-watering Speed-O-Vision. It's more than enough to keep any hedgehog lover happy, without getting in trouble with the law.

Barcode 50 55000 80038 4 RRP £24.99



## SNK vs. Capcom Card Fighters Clash

Available December

You know the fighters. You know how tough they are – but you've never seen them fight like this. Available in two versions – SNK vs. Capcom or Capcom vs. SNK – Card Fighters Clash is part RPG, part card-trading game and all combat in one of the most innovative handheld games yet. In single-player mode, gamers duel to become Card Fighting Champion in a game of skill that takes the best bits from Magic: The Gathering and Top Trumps. Against other players, though, things become much more risky, with losers forfeiting some of their deck. Lush visuals and recognisable fighters make this one of the system's premier titles. Trust us on this.

SNK V Barcode 50 55000 80034 6 RRP £24.99

CAPCOM V Barcode 50 55000 80035 3 RRP £24.99

## Pocket Tennis

Available Now

Eight of the world's best tennis players gather to compete in the greatest tournaments on earth – and you're due on Centre Court. Pocket Tennis offers a dazzling array of moves and a non-stop series of tournaments, which take place on one of five different courts. En route to the Cup, you'll need to take on some out-of-this-world characters with super-human abilities. But beat the best and Pocket Tennis will keep track of your achievements, retaining your records for prosperity. And for boasting.

Barcode 50 55000 80012 4 RRP £24.99

## Puzzle Link

Available Late November

Originally called Tsunagete Pon (pronounced: "Tsunagete Pon", we reckon), Puzzle Link is a puzzle game in which you have to link blocks of colour together using a magic firing thing. It's much easier to play than it is to explain, but rest assured that its another finely-crafted IQ challenger whose simple gameplay hides real depth – various chain reactions can have dramatic consequences – and the different modes are sure to keep puzzlers happy for yonks.

Barcode 50 55000 80025 4 RRP £24.99



# PLAYING AROUND

## CONTINUED

### Samurai Shodown 2

Available Now

Described by some as the best portable fighting game on the market, Samurai Shodown offers handheld combatants a choice of 16 warriors with which to prove their mettle. Each fighter has two modes – slash or bust – doubling the number of moves to be mastered. Add to this the innovative card system in which players gain additional skills by performing peerless combinations and you've a beat-'em-up which knocks the opposition into a cocked hat. Graphical trickery makes this a treat on the eyes, too. Provided they haven't been blackened.

Barcode 50 55000 80023 0 RRP £24.99



### Pacman

Available Now

Wacca-wacca-wacca – the world's first 'eat-'em-up' makes a welcome return in this, the only arcade-perfect handheld version of the classic 80s video game. Gobble the dots and avoid the ghosts – though a well-timed power pill allows a brief period in which to turn the tables and dine on the spookernatural beasts. Only recently, a US games player became the first person to gain a perfect score on the arcade granddaddy. With this portable version, you'll be able to repeat his feat wherever you like. Though we bet you can't.

Barcode 50 55000 80031 5 RRP £24.99



### King of Fighters: R2

Available Now

More fist-fumping action – though this time, it's not restricted to the NGPC. Combos, power-up meters and secret moves ensure that KoF:R2 is as polished as they come. Its five battle modes and 14 characters – some hidden – make KoF a real challenge, especially with over 200 different items and equipment to collect in the RPG mode. Amazingly, with the optional Dreamlink cable and King of Fighters DM 99, you can transfer fighters you've trained and equipped between the NGPC and Dreamcast – meaning you can challenge your mates with your home-grown characters wherever you are.

Barcode 50 55000 80011 7 RRP £24.99

### BioMotor Unitron

Available Now

An epic role playing game in which you must collect and develop weapons for their mechanical Unitrons – awesome dueling robots with upgradable body parts. Once you're happy with the set-up, these Unitrons can be entered into battle in the game's arenas. To finish the game, you'll need to embark on a series of quests and conquer the five dungeons, each of which hides a valuable secret. Items obtained can be traded with your mates in order to achieve that perfect set-up. But don't give away anything too valuable – you'll need everything you can get your hands on for the show-stopping finale.

Barcode 50 55000 80024 7 RRP £24.99





## Fatal Fury: First Contact

Available Now

Large character sprites, silky animation – Fatal Fury: First Contact could easily be a combat game on one of the 32bit home machines. But it's not. Fatal Fury is proof that the best things come in small sizes (apart from those, obviously). Advanced artificial intelligence make bouts real nail-biters – button-bashers will be found out very quickly. Hidden artwork rewards players who manage to complete the game – and with 11 characters to choose from, completing FF in its entirety will take a long, long time.

Barcode 50 55000 80020 9 RRP £24.99

## Puyo-Pop

Available Late November

Okay – it's an odd name. But that's because Puyo-Pop hails all the way from Japan, where everything's a bit odd. The truth is, when they're not singing karaoke, the Japanese like nothing more than a game of this – Sega's taxing puzzler. Several modes of play are on offer, but the objective is beautifully simple: clear the screen of columns by connecting four of the same colour together. They'll disappear, others will drop from the top of the screen and the game continues. Brilliant, brain-busting fun.

Barcode 50 55000 80026 1 RRP £24.99

## Baseball All-Stars

Available Late November

Hit a home run at home, in the office or down the pub, with this superb baseball simulation. Though the game looks cute, it packs a powerful punch, with intuitive controls offering a scope of playing styles. There are 12 fully customisable teams to choose from and each batsman and pitcher has individual stats. Compete in the dome or stadium parks either against the computer or a mate – with two-player winners being awarded a bonus player each time they triumph.

Barcode 50 55000 80024 4 RRP £24.99



## NeoGeo Cup

Available Now

Play football whenever you like – even during the boring old cricket season – with this top footia game. Master your skills in a series of friendlies before selecting your team and taking on the might of the world in a global tournament. Crisp visuals and rich sound make this a genuine crowd-pleaser, but it's the gameplay that really shines. Its simple control system is decaiving – it'll take a lot more than hoofing the ball down route one in order to overcome the natural skill and flair of the South Americans. Prizes earned can be used to upgrade your team as the tournament progresses – put on a show-stopping performance and your team will attract a larger worldwide following, increasing team morale.

Barcode 50 55000 80018 6 RRP £24.99

## NeoGeo Casino Series [4 games]

Available Now

Neo 21, Dragon's Wild, Neo Mystery Bonus and Cherry Master take the sting out of gambling by allowing players to risk virtual money on the cards or slots.

Casino odds and rules ensure everything's legit and all three games feature hidden games or bonuses for those that really want to ride their luck. The difference here, of course, is that a bad night means you won't have to hitch home and lie to the missus.

Neo Barcode 50 55000 80032 2 RRP £24.99

DW Barcode 50 55000 80013 1 RRP £24.99

NMB Barcode 50 55000 80015 5 RRP £24.99

CM Barcode 50 55000 80014 8 RRP £24.99

# CELEBRITY ENDORSEMENTS

This season, the coolest fashion accessory to be seen hand-in-hand with is not some unattractive ginger-haired publicity-seeking beaming old bag. Or Geri Halliwell. Nope – it's the NeoGeo Pocket Color, as some of the biggest names in the business they call 'show' have proved.

Zoe Ball loves hers. XFM's Tom Binns is a fan. The 11 O'Clock Show's Iain Lee couldn't keep his hands off his during a recent live transmission. Even Mayo is, by all accounts, on the blag for a couple for his kids. And recently, blond-haired singing heartthrob Nicky Byrne from chart-toppers Westlife went onto BBC's Electric Circus to confess his undying love – and here is what he had to say:

"While game consoles and PCs are all well and good, they're not too handy when you're travelling round all the time. But this is where pocket consoles come into action and this is the latest boredom-blaster, the new NeoGeo Pocket. With more power than the Game Boy, a bigger view screen and its very own mini joystick, the NeoGeo is set to start a cyber battle that will change the face of button bashing forever. In fact, the NeoGeo already has 14 games out to twiddle your way through, from the old-school arcade classic Pac-Man to serious shoot-'em-ups like Metal Slug.

Well, fit for a football player like myself, I'm going to kick-off my games review with NeoGeo Cup 98. The tournament takes place between 16 countries, all hoping to go through and win the Championship. With six minutes of play per game, this is probably the quickest World Cup you'll ever see. But beware – if you ride a slide tackle too far and gather yellow cards, you'll be down to 10 men and out of the running. However, with a taste of victory you can win a cash prize to buy skills and strengthen your team.

But if you'd rather slug it out than score goals, then King of Fighters: R2 is the game for you. As well as designing your own custom made character, you can choose from 14 different warriors to battle with and if you've got the link-up cable you can even trade skills with a friend and take on the fight together. King of Fighters: R2 is a fantastic game...A little bit like Streetfighter, but it's definitely one to buy.

And finally, if you're more into brain power than muscle power, why not try Puzzle Bobble Mini? This is another familiar arcade game, which has made it onto mini format. As you attempt to clear the screen before the bubbles take over, simply fire your bubble at the pack and if three or more of the same colour are linked together, they'll pop. Well, Puzzle Bobble Mini really got me. It took me a while to get a hold of it and get used to it, but it's a fantastic game and one I'd definitely go out and buy. Like the Game Boy, the NeoGeo is very handy and very entertaining. You can link up with other players, and with future games you can even link up with the Dreamcast. But the beauty of handheld games consoles is that when you've got to go – you've got to go."

[scarpers]

# THE DREAM TICKET

What do you get when you combine the most powerful handheld gaming console with the most powerful home games console? That's right – the envy of your mates and the most exciting development in interactive entertainment since a thin white line and a crude square ball went Pong.



In an unprecedented move, SNK and Sega have joined forces to offer inter-format-compatibility. It's a difficult enough word to type – even if it's a word at all – but what does it really mean?

Certain games will be available on both systems – for example, *King of Fighters* which is out now on NeoGeo and early in the new year for Dreamcast. And while they'll play quite happily on their own, the two games really shine when combined. Like a super-hard *Tamagotchi*, the more you play with each fighter, the more they will develop – the difference being that rather than doing electronic poos, these fellas beat

the stuff out of each other. A fighter trained on one system can be exported to the other – so no matter where you are, your efforts will not be wasted.

Both the NeoGeo and Dreamcast are relatively new machines, yet there are a number of titles in development that will offer this inter-format-compatibility. SNK is keen to promote a true family of gaming platforms which offer games players the best of both worlds.

get some colour in your life.



HEATHROW AIRPORT 16:44

40 hours continuous playtime. 18 hot titles. 16bit colour power. 6 cool cases. 1 machine. Zero alternative.

SNK.



NeoGeo £58.99 Games £24.99. Available at Electronics Boutique, Game, HMV, MCV, Dixons, Currys, @Jazarta, Beesties and all good independent retailers.



# SURFER'S PARADISE



Sexy, stylish adverts and cunning PR have successfully rocketed the NeoGeo into gamers' lives during recent weeks. But a format won't survive without a loyal fan-base and these days winning the voice of the public is as important as anything else. Thankfully, the NeoGeo has attracted a worldwide army of fans, many of whom are more than happy to share their enthusiasm with the rest of the globe. Here's a whistle-stop tour around the World Wide Web and a sneaky peak at what official and unofficial sites have to say. Thankfully, they're pretty much the same.

For the official word on the world of NeoGeo, head over to [www.neogeopocket.co.uk](http://www.neogeopocket.co.uk), where you'll find solid background information on the console and the current line up of games. For news and reviews with an independent flavour, check out the UK's biggest gaming website Console Domain ([www.consoledomain.co.uk](http://www.consoledomain.co.uk)). Another great site for daily news is the Daily Radar ([www.dailyradar.com](http://www.dailyradar.com)), which can also fill you in on news Stateside.

As for fan sites, [www.digiweb.com/~dimension-sega/sngp/](http://www.digiweb.com/~dimension-sega/sngp/) is without doubt one of the finest. In addition to up to date game information and reviews, this site has got a really cool user's guide. From there, take a skip and a click to <http://nexus.nanospace.com/~spoonman/neogeo/>, for more screens, sounds and links.

At <http://speel.nl.fortunecity.com/arcade/D/index.html#news1>, there's a great shot of Austin Power's star Mini Me engrossed in his NeoGeo, as well as loads of info about the campaign in the States. And while you're still online, pop over to see <http://gameboy.s-one.net.sg/didknow03.htm> and Kim's NeoGeo Pocket Zone at [www.angelfire.com/or/kim/index.html](http://www.angelfire.com/or/kim/index.html). A major fan indeed, Kim describes the NeoGeo as 'one of the greatest portable systems of all time'. And who are we to argue?

# BREAKING THE RULES

In 1989, when the first NeoGeo was launched by SNK, pundits frequently predicted the demise of computer games. Home computers, they claimed, were a passing fad that would go the way of skateboards and the Spacehopper. Times have changed.

Sony's PlayStation has revolutionised the way people think about computer games. The average 14 year old is just as likely to know what the latest PlayStation game is, as know who his local football team is playing at the weekend.

But the biggest change that has taken place in the gaming world has been the development of the gaming audience. Now 24 year olds are regular players, girlfriends and wives have become PlayStation widows, and the 80 year old gaming granny champion is a regular feature in the tabloid press on a slow day. Gaming is no longer a geek's ghetto. It's mass market and it's here to stay.

At SNK we believe that it's this sophisticated older audience, the 18-24 year old market, that is the prime target for NeoGeo. Using the TGI (a highly complex audience targeting database) our media buying agency, MediaCom, was able to build up a profile and estimation of the size of the potential market within this age group.

By selecting certain criteria they were able to identify 2.2 million adults who were within the chosen age group and which has a predisposition to buy this kind of product. In turn this profile has enabled us to clearly define the launch campaign.

Throughout NeoNews you'll see some of the advertising we have created. Bastion commissioned root -an exciting young creative agency along with Tom Dunkley, an award winning photographer who has developed a unique style that is sought after by fashion and music companies the world over - to promote NeoGeo as a 'do it anywhere, anytime' product.

We've selected magazines that speak the language of this age group: from the high style culture books like i-D and The Face through to the high circulation lads mags such as FHM and Loaded.

We've backed this up with other marketing innovations such as a postcard campaign in bars and cafés throughout the UK's major cities. On page 5 you'll see the results of the PR campaign that has spread the word far and wide.

Everything has been designed to build the momentum steadily, but at this stage keeping the message within the target market. If little brother Johnny gets the message, all well and good, but today we want his older brother to join the revolution.

# THE BOY MADE GOOD

18 hot titles

6 cool cases



40 hours  
continuous gameplay

At last, handhelds have finally come of age. The NeoGeo Pocket colour has arrived, providing the new generation of gamers with a portable gaming solution that combines style with unbeatable gameplay. With a myriad of features that outgun the opposition, the NeoGeo will appeal to style conscious trendsetters as well as playground gaming gurus.

With style in mind our advertising and support material has been designed to reflect this. Not a furry blob or dodgy plumber in sight. Just great playing games supported by cutting edge ads and promotional material.  
A grown up solution to a growing market.

Join the revolution today and have a stake in the new portable gaming generation with the NeoGeo Pocket Colour from SNK.

For more information on the best handheld around call Nikki at SNK on 0181 371 9911. Independents should call Interactive Ideas on 0208 805 1000.

16bit  
colour power



NEOGEOPOCKET  
COLOR™

[www.neogepocket.co.uk](http://www.neogepocket.co.uk)

SNK®

SUNDAY EVENING 21.00

get some time together.



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SNK



NeoGeo £59.99 Games £24.99. Available at Electronics Boutique, Game, HMV, MCG, Dixons, Currys, @Jasanta, Beestree and all good independent retailers.



**Presented by**

 **VIDEO GAME OBSESSION**

**Scanned by**

*SpoonMan*